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## ***The Economic Benefits of Nutrition Labeling: A Case Study for Fresh Meat and Poultry Products***

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"The Economic Benefits of  
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### **New rules issued by the U.S.**

Department of Agriculture requiring provision of nutrition information on raw meat and poultry products may encourage consumers to make healthier food choices. Reduced intake of fat and cholesterol may prevent future cases of stroke, heart disease, and cancer. This study used information from USDA's Continuing Survey of Food Intake by Individuals and the associated Diet and Health Knowledge survey to compare fat and cholesterol intake in diets of consumers who read and use nutrition labels with those who do not. Consumers who use labels to guide food choices have lower intake of fat, saturated fat, and cholesterol.

These data were used to estimate the possible improvement in diet quality when nutrition information is added to meat and poultry products. A health effects model was then used to translate improvements in diet quality to reduction in mortality for heart disease, stroke, and some cancers. An economic valuation approach was used to estimate the benefits of reduced risk of premature death arising from improved diet quality. The benefits of these new nutrition labeling rules (and the expected public health improvements) are estimated to be \$62 to \$125 million annually.

